KILLING THE LAPTOP

Jason Ruger, Chief Security Officer

KILLING THE LAPTOP

WHY NOW?

BENEFITS

CHALLENGES

SOLUTIONS

WHY NOW: HARDWARE

WHY NOW: HARDWARE

WHY NOW: HARDWARE

WHY NOW: HARDWARE

CONGRATULATIONS BUBBA!
MASTERS CHAMPION 2012

"MOTOACTV is a cutting-edge golf GPS tracker. It's awesome, I use it when I practice, including my practice round this past Monday at Augusta."
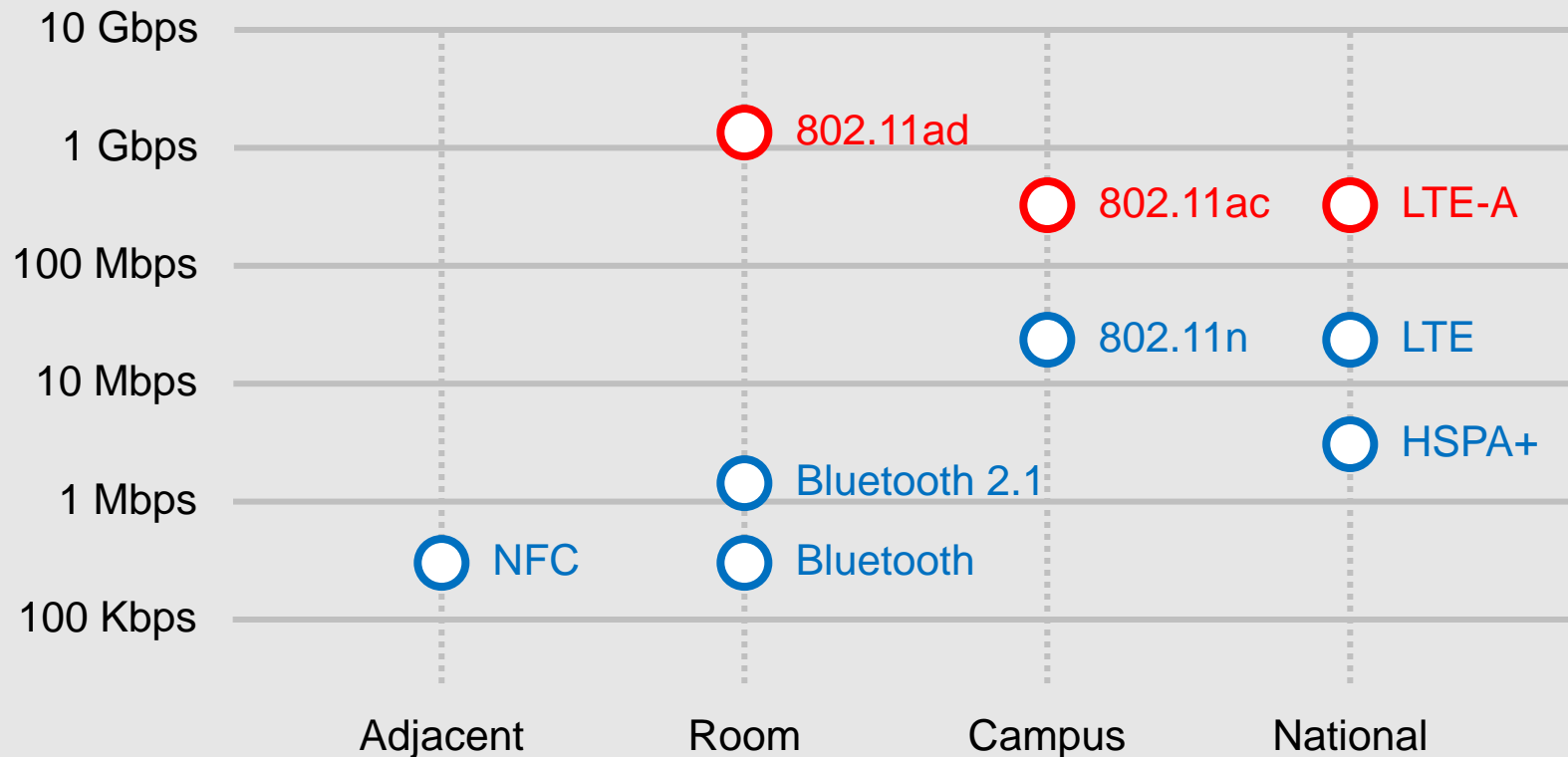
~ Bubba Watson

WHY NOW: HARDWARE

WHY NOW: JASON'S GARAGE

WHY NOW: HIGH-SPEED DATA

Throughput and Range Comparison

WHY NOW: WIRELESS OVERVIEW

- 295 million data-capable devices in US

- 630 different handsets in the US

- 867 billion MB in mobile data transfer

- $223 billion infrastructure investment 2001-2011

- $54 billion mobile content & app revenue

- 2 million apps across 28 app stores

WHY NOW: CLOUD PLATFORMS

- 290 billion emails sent

- 2 billion videos on YouTube

- 1 billion searches on twitter

- 1 billion posts to facebook

WHY NOW: ANY PLATFORM, ANY DEVICE

KILLING THE LAPTOP

WHY NOW?

BENEFITS

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BENEFITS: ALWAYS ON

WORK LONGER 20%

Source: Forrester Research, November 2011

RESPOND FASTER 30%

Source: Motorola Mobility, 2011

BENEFITS

Productivity

- Email, Calendar, Contacts
- Enterprise applications
- Work longer (20%)
- Respond Faster (30%)
- Web Browsing

Control

- Full Device Encryption
- GPS location
- Remote wipe
- Many device management solutions (e.g. 3LM)

Cost

- Lower operating costs
- Potential for BYOD
- Potential for cellular and data stipend vs. 100% pay

BENEFITS

70%

73% CIO's improved employee productivity as a result of their investments in mobile applications.

CIO

70% Consumers already using mobile devices as primary device
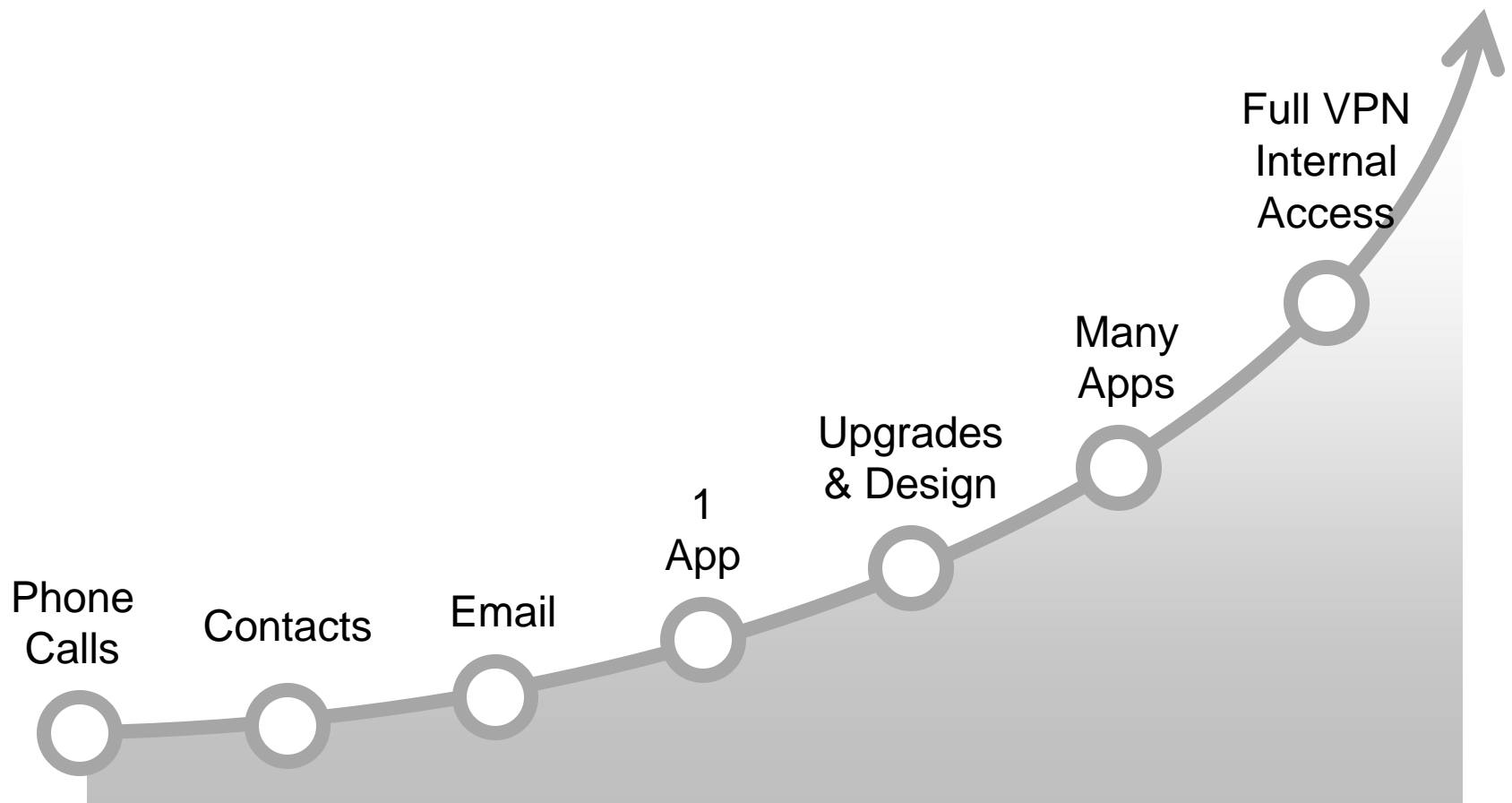
BusinessWeek

KILLING THE LAPTOP

WHY NOW?

BENEFITS

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CHALLENGES: CHANGING EXPECTATIONS

Full VPN Internal Access

Many Apps

Upgrades & Design

1 App

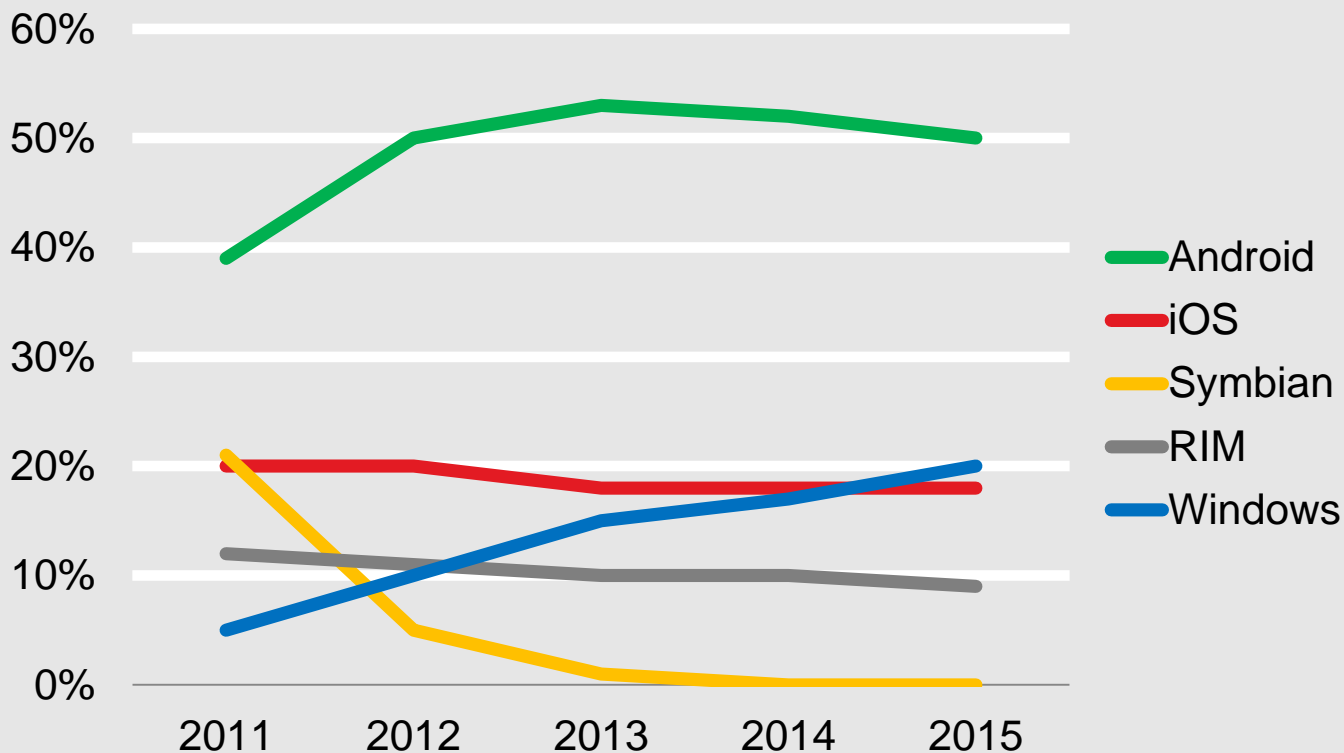Email

Contacts

Phone Calls

• Corporate vs. Employee Liable

CHALLENGES: DIFFERENT OPERATING SYSTEMS

Predicted Smartphone Platform Market Share
Source: Gartner, October 2011

Legend:
- Android
- iOS
- Symbian
- RIM
- Windows

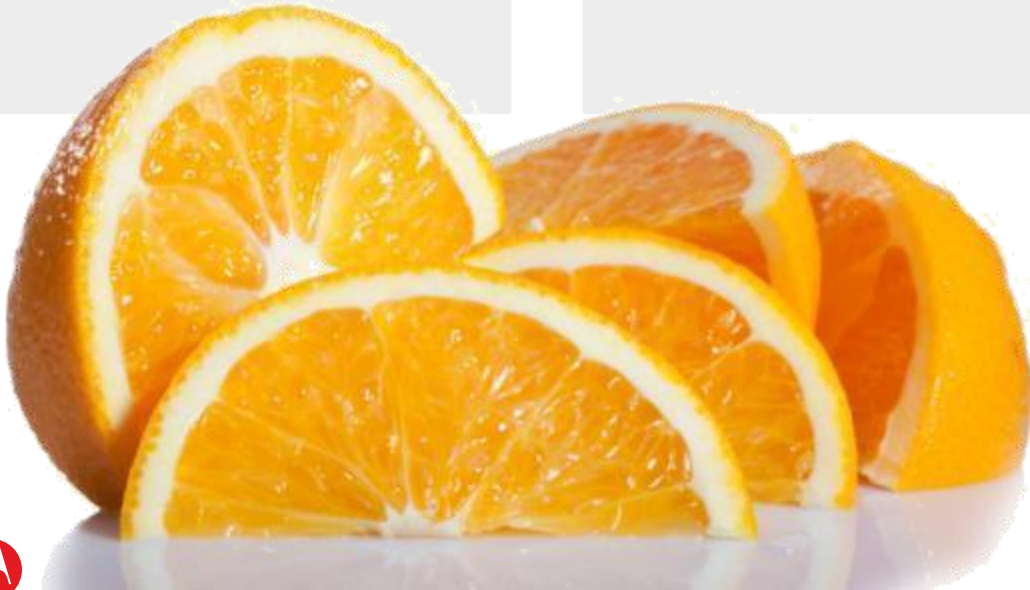# CHALLENGES: USER SEGMENTATION

Data Consumers

- Document Presentation
- Document reviewing
- Alert response

Data Authors

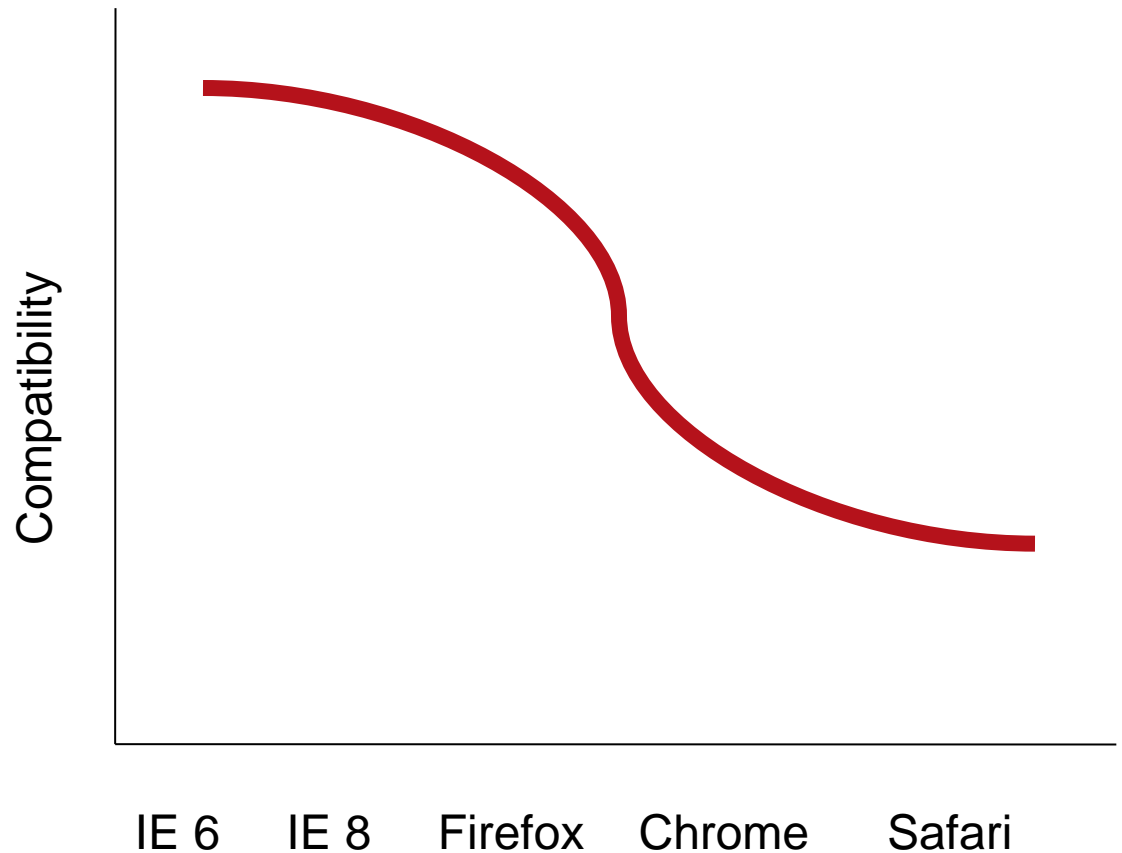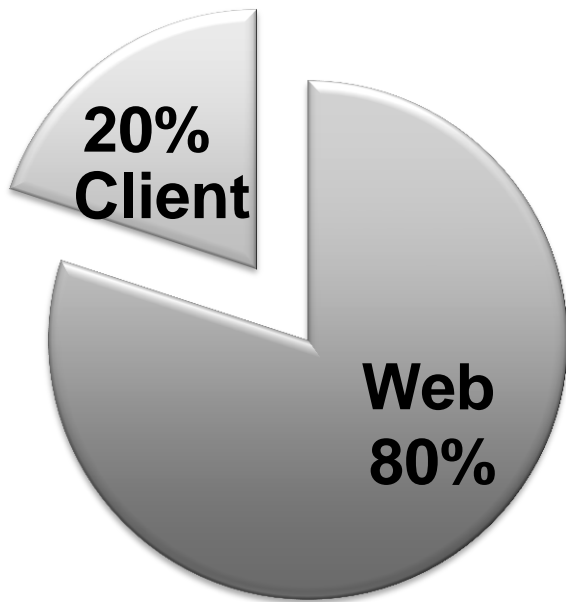- Document creation
- Document editing
- Collaboration

Data Analyst

- Advanced data analysis
- Desktop Publishing
- Presentation Authors

CHALLENGES: BROWSER COMPATABILITY

Client vs. Web Apps (industry)

MOBILE APPLICATIONS

KEY CHALLENGES

- Private Markets

- Security

- Updates

- Forms factors

- OS versions

MOBILE SECURITY STARTED IN 1587:
MARY QUEEN OF SCOTS

THE "UNBEATABLE" SECURITY APPROACH

MOBILE COMPUTING
MANAGING SECURITY

- SECURITY IS EVOLUTIONARY

- LAPTOP VS. MOBILE

- MISCONCEPTIONS

KILLING THE LAPTOP

WHY NOW?

BENEFITS

CHALLENGES

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DEVICE SECURITY

- BASICS: PIN LOCK, REMOTE WIPE

- ENCRYPTION, GPS LOCATION

- APPLICATION MARKETS

- LAYERS

May-2012

COMMON PASSCODES:
1 IN 7

1234	5683
0000	0852
2580	2222
1111	1212
5555	1998

Source: Most Common iPhone Passcodes, Daniel Amitay, June 2011

SOLUTIONS: 3LM DEVICE MANAGEMENT

SOLUTIONS: ENTERPRISE APP OPTIONS

HTML5
- Cross platform coverage
- Device-like API's & rich graphics
- Easiest distribution & updates

Native App
- Deep hardware integration
- Support for latest hardware (vs. HTML5)
- Best user experience

Hybrid (HTML5 / Native App)
- Reuse existing web resources
- Customize user experience
- Distribute through app markets

Cross-platform
- Cross platform coverage (e.g. PhoneGap or Titanium)
- Mobile app device features
- Creates platform-specific wrapper

HTML 5

WHY IS IT IMPORTANT TO IT?

ONE WRITE.

ONE TEST.

SAVES TIME.

SOLUTIONS: FREE PRIVATE ENTERPRISE MARKET

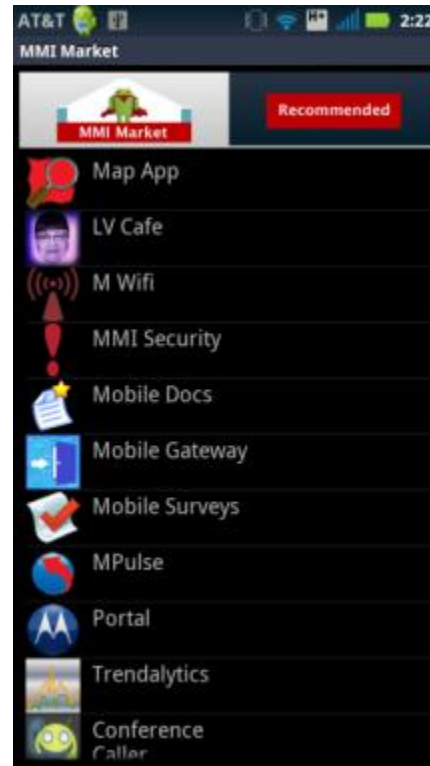*Internal Market for App Distribution*

Description:

Internal Corporate Android market for distribution of internally developed apps and recommended android market apps.
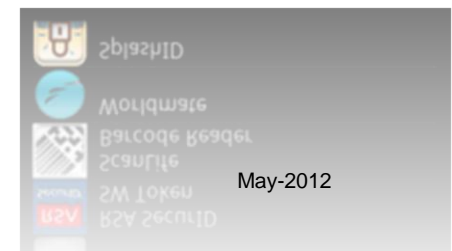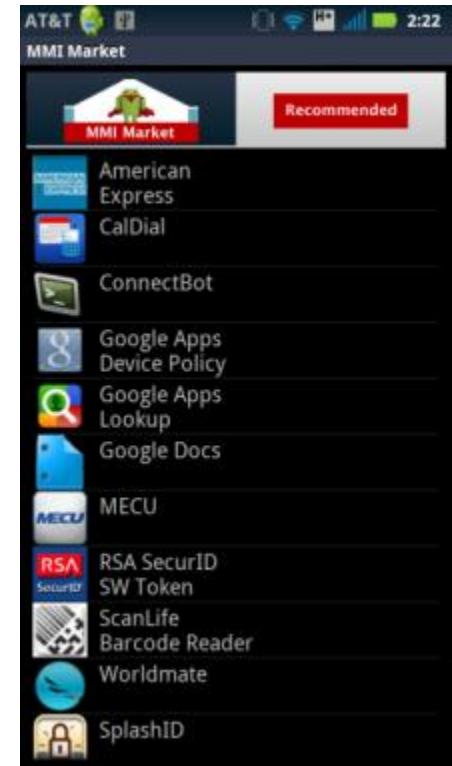
Benefit:

Secured access for controlled distribution of apps to internal users.

Internally developed apps

Recommended commercial apps

SOLUTIONS: APP VALIDATOR

developer.motorola.com

VIRTUAL PC

KEY CONSIDERATIONS

- Vendor

- Storage

- License Costs

- Connectivity

- Desktop vs. App

- Static vs. Dynamic

Questions

ruger@motorola.com

LIFE. POWERED.